

25,000 LEADERS WILL GET CHIEF EXECUTIVE MAGAZINE

A new quarterly magazine, Chief Executive, is scheduled to begin publication at the end of June. It will have no newsstand sale and no subscriptions and it will be sent only to "25,000 distinguished leaders of the world," according to an advance copy of the first issue.

"It is the purpose of Chief Executive magazine to provide a forum for the world's most important and influential leaders to speak quickly to themselves and to give new ideas and inspiration toward a better world," the first issue states.

It contains articles by President Carter; José Lopez Portillo, President of Mexico; and Anwar el-Sadat, President of Egypt, and an interview with the Shah of Iran.

The magazine's president and editor in chief is Henry O. Dormann, former chairman of the board of the National Enquirer. Mr. Dormann said the magazine would be financed by its advertisers. Only full-page advertisements are accepted. They cost \$10,000 a page and \$1,500 for the back cover.